



KSHB-TV

ORDER

Print Date 09/13/12 Page 1 of 3

Flight Dates **08/27/12-09/02/12**

Contract / Revision **309131 /** **Kansas City Aug 27 to Sep 2**

Original Date / Revision 08/24/12 08/24/12 Agency Com 15%

Billing Contact

Advertiser **McCaskill / Democrat / Sena**
1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11674**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$17,425.00	\$20,500.00	0.00	08/27/12	09/02/12	32	\$17,425.00	\$20,500.00
Totals	32	\$17,425.00	\$20,500.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	08/27/12	09/02/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	--W-F--	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W-F--			2		\$400.00		0.00			
E 2	KSHB	08/27/12	09/02/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$525.00	P-2	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----			1		\$525.00		0.00			
E 3	KSHB	08/27/12	09/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--T---	:30	2	\$125.00	P-2	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M--T---			2		\$125.00		0.00			



KSHB-TV

Print Date: 09/13/12

Page 2 of 3

Contract / Revision **309131** Flight Dates **08/27/12-09/02/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City Aug 27 to Sep** Estimate # **11674**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	KSHB	08/27/12	09/02/12	M-F 1-2p M-F 1-2p	CM	1-2p	----F--	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--					1	\$125.00		0.00			
E 5	KSHB	08/27/12	09/02/12	M-F 3-330p Jeopardy	CM	3-330pm	-TWT---	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---					3	\$125.00		0.00			
E 6	KSHB	08/27/12	09/02/12	M-F 330-4p Millionaire	CM	330-4pm	M--F--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M--F--					2	\$125.00		0.00			
E 7	KSHB	08/27/12	09/02/12	M-F 4-430p Jeopardy	CM	4-430p	MTWT---	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					4	\$300.00		0.00			
E 9	KSHB	08/27/12	09/02/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-T--F--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T--F--					2	\$700.00		0.00			
E 10	KSHB	08/27/12	09/02/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M-WT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-WT---					3	\$800.00		0.00			
E 11	KSHB	08/27/12	09/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-W----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-W----					2	\$1,200.00		0.00			
E 12	KSHB	08/27/12	09/02/12	Tue 7-9p AGT	CM	8-9p (8:00 PM-9:00 PM)	-T-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$4,000.00		0.00			
E 13	KSHB	08/27/12	09/02/12	Thursday Prime B Saving Hope	CM	8-9p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$1,100.00		0.00			
E 15	KSHB	08/27/12	09/02/12	M-F Late News M-F Late News	CM	10-1035p	-TWT---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---					3	\$1,000.00		0.00			
E 16	KSHB	08/27/12	09/02/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	M-W-F--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-W-F--					3	\$325.00		0.00			
E 17	KSHB	08/31/12	09/02/12	Friday Prime C Dateline	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--					1	\$1,200.00		0.00			
N 18	KSHB	08/27/12	09/02/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$500.00		0.00			



KSHB-TV

Print Date: 09/13/12

Page 3 of 3

Contract / Revision **309131** Flight Dates **08/27/12-09/02/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City Aug 27 to Sep** Estimate # **11674**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	KSHB	08/27/12	09/02/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$500.00		0.00						
Totals														32	\$20,500.00